AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings of claims in the application including any Article 19 or 34 Amendments:

LISTING OF CLAIMS:

Claim 1-36 (cancelled).

37. (new) A method for broadcasting a programme, the method comprising:
broadcasting from a broadcasting system a programme over a broadcasting path of the broadcasting system;
transferring from a server broadcast programme-associated data to a cellular radio network;
transmitting from a base station of the cellular radio network the broadcast programme-associated data at a specific frequency defined for the cellular radio network in such a manner that the transmission of the broadcast programme-associated data is synchronized with the broadcasting of the programme; and
receiving with a subscriber terminal of the cellular radio network the programme and the broadcast programme-associated data in such a manner that a programme receiver of the subscriber terminal receives from the broadcasting path of the broadcasting system the programme and a cellular radio network transceiver of the subscriber terminal receives the broadcast programme-associated data at a specific frequency.

38. (new) A method as claimed in claim 37, wherein the method also comprises: transferring the broadcast programme-associated data from the broadcasting system to the server.

39. (new) A method as claimed in claim 37, wherein the broadcast programme-associated data comprises at least one of the following: text, sound, stationary picture, moving picture.

40. (new) A method as claimed in claim 37, wherein the broadcast programme-associated data comprises information defining the broadcasting time of the programme.

41. (new) A method as claimed in claim 40, wherein the method also comprises: starting the presentation of the programme in the subscriber terminal on the basis of the information defining the broadcasting time.

42. (new) A method as claimed in claim 40, wherein the method also comprises: storing the programme in the subscriber terminal on the basis of the information defining the broadcasting time.

43. (new) A method as claimed in claim 37, wherein the method also comprises: maintaining in the server a list of subscriber terminals that receive the broadcast programme-associated data.

44. (new) A method as claimed in claim 37, wherein the method also comprises: establishing from the subscriber terminal a return channel through the base station to the server.

45. (new) A method as claimed in claim 44, wherein the method also comprises: using the return channel to order a given programme for broadcasting at a specific frequency defined for the cellular radio network.

46. (new) A method as claimed in claim 44, wherein the method also comprises: using the return channel to transfer

programme-associated feedback information from the subscriber terminal to the broadcasting system.

47. (new) A method as claimed in claim 44, wherein the method also comprises: using the return channel also to make a purchase associated with an advertisement presented in the programme and/or broadcast programme-associated data.

48. (new) A method as claimed in claim 44, wherein the method also comprises: using the return channel to transfer to the server data related to a game to be played in the subscriber terminal.

49. (new) A method as claimed in claim 37, wherein the programme comprises a radio programme, the broadcast programme-associated data comprises data associated with a radio programme, the broadcasting system comprises a radio broadcasting system, the programme receiver comprises a radio receiver, and the broadcasting system broadcasting path comprises a specific frequency defined for the radio broadcasting system.

50. (new) A method as claimed in claim 37, wherein the method also comprises: multiplexing the radio programme and broadcast programme-associated data for broadcasting in a digital radio at a specific data channel or as subsidiary transmissions to an FM subcarrier.

51. (new) A method as claimed in claim 37, wherein the transmission of the broadcast programme-associated data is synchronized with the broadcasting of the programme in such a manner that the broadcast programme-associated data is transmitted in advance to the subscriber terminal, and the broadcast programme-associated data transmitted in advance to the subscriber terminal is used after a permission to do so has been obtained.

52. (new) A system for broadcasting a programme, the system comprising:

a broadcasting system for broadcasting a programme over a broadcasting path of the broadcasting system;

a subscriber terminal of a cellular radio network that comprises a programme receiver for receiving a programme from the broadcasting path of the broadcasting system;

a server for processing broadcast programme-associated data, which server is configured to process synchronization information that defines the synchronization of the transmission of the broadcast programme-associated data with the broadcasting of the programme; and

a cellular radio network configured to receive from the server the broadcast programme-associated data and synchronization information and which cellular radio network comprises a base station configured to transmit at a specific frequency defined for the cellular radio network the broadcast programme-associated data in such a manner that the transmission of the broadcast programme-associated data is synchronized with the broadcasting of the programme according to the synchronization information; and

the subscriber terminal of the cellular radio network also comprises a cellular radio network transceiver for receiving the broadcast programme-associated data at a specific frequency defined for the cellular radio network.

53. (new) A system as claimed in claim 52, wherein the broadcasting system is configured to transfer the broadcast programme-associated data to the server, and the server is configured to receive the broadcast programme-associated data from the broadcasting system.

54. (new) A system as claimed in claim 52, wherein the broadcast programme-associated data comprises at least one of the following: text, sound, stationary picture, moving picture.

55. (new) A system as claimed in claim 52, wherein the broadcast programme-associated data comprises information defining the broadcasting time of the programme.

56. (new) A system as claimed in claim 55, wherein a user interface of the subscriber terminal is configured to start presenting the programme on the basis of the information defining the broadcasting time.

57. (new) A system as claimed in claim 55, wherein the subscriber terminal comprises a memory, and the subscriber terminal is configured to store the programme into the memory on the basis of the information defining the broadcasting time.

58. (new) A system as claimed in claim 52, wherein the server is configured to maintain a list of subscriber terminals that receive the broadcast programme-associated data.

59. (new) A system as claimed in claim 52, wherein the cellular radio network transceiver of the subscriber terminal is configured to establish a return channel through the base station to the server, and the base station is configured to receive the return channel.

60. (new) A system as claimed in claim 59, wherein the subscriber terminal is configured to order by using the return channel a programme for broadcasting at a specific frequency defined for the cellular radio network, and the server is configured to receive the programme order.

61. (new) A system as claimed in claim 59, wherein the subscriber terminal is configured to use a return channel to transfer programme-associated feedback information to the broadcasting system, and the broadcasting system is configured to receive the programme-associated feedback information from the subscriber terminal.

62. (new) A system as claimed in claim 59, wherein the subscriber terminal is configured to use a return channel to make a purchase associated with an advertisement presented in the programme and/or broadcast programme-associated data, and the server is configured to receive the purchase information from the subscriber terminal.

63. (new) A system as claimed in claim 59, wherein the subscriber terminal is configured to transfer to the server by using the return channel data related to a game to be played in the subscriber terminal, and the server is configured to receive the data related to the game from the subscriber terminal.

64. (new) A system as claimed in claim 52, wherein the programme comprises a radio programme, the broadcast programme-associated data comprises data associated with a radio programme, the broadcasting system comprises a radio broadcasting system, the programme receiver comprises a radio receiver, and the broadcasting system broadcasting path comprises a specific frequency defined for the radio broadcasting system.

65. (new) A system as claimed in claim 52, wherein the server is configured to multiplex the radio programme and broadcast programme-associated data for broadcasting in a digital radio at a specific data channel or as subsidiary transmissions to an FM subcarrier.

66. (new) A system as claimed in claim 52, wherein the transmission of the broadcast programme-associated data is synchronized with the broadcasting of the programme in such a manner that the base station is configured to transmit the broadcast programme-associated data in advance to the subscriber terminal, and the subscriber terminal is configured to use the broadcast programme-associated data transmitted in advance to the subscriber terminal after a permission to do so has been obtained.

67. (new) A system for broadcasting a programme, the system comprising:

a broadcasting system for broadcasting a programme over a broadcasting path of the broadcasting system;

a server for processing broadcast programme-associated data, which server is configured to process synchronization information that defines the synchronization of the transmission of the broadcast programme-associated data with the broadcasting of the programme; and

a cellular radio network configured to receive from the server the broadcast programme-associated data and synchronization information, which cellular radio network comprises a base station configured to transmit to the subscriber terminal of the cellular radio network at a specific frequency defined for the cellular radio network the broadcast programme-associated data in such a manner that the transmission of the broadcast programme-associated data is synchronized with the broadcast of the programme according to the synchronization information.

68. (new) A system as claimed in claim 67, wherein the programme comprises a radio programme, the broadcast programme-associated data comprises data associated with a

radio programme, the broadcasting system comprises a radio broadcasting system, and the broadcasting system broadcasting path comprises a specific frequency defined for the radio broadcasting system.

69. (new) A system as claimed in claim 67, wherein the transmission of the broadcast programme-associated data is synchronized with the broadcasting of the programme in such a manner that the base station is configured to transmit the broadcast programme-associated data in advance to the subscriber terminal, and the server is configured to give a permission for the subscriber terminal to use the broadcast programme-associated data transmitted in advance to the subscriber terminal.

70. (new) A subscriber terminal of a cellular radio network for receiving a programme, the subscriber terminal comprising:

a programme receiver for receiving a programme from the broadcast path of a broadcasting system; and

a cellular radio network transceiver for receiving broadcast programme-associated data at a specific frequency defined for the cellular radio network;

wherein the reception of the broadcast programme-associated data is synchronized with the reception of the programme in such a manner that the cellular radio network transceiver is configured to receive the broadcast programme-associated data in advance and the cellular radio network transceiver is further configured to receive a permission for using the broadcast programme-associated data transmitted in advance to the subscriber terminal.

71. (new) A subscriber terminal as claimed in claim 70, wherein the subscriber terminal also comprises a specific user application, with which the user easily manages the reception of the programme and the broadcast programme-associated data.

72. (new) A subscriber terminal as claimed in claim 70, wherein the user application is installed into the subscriber terminal at the factory or downloaded to the subscriber terminal later by the vendor of the subscriber terminal, the cellular radio network operator or the user of the subscriber terminal.

73. (new) A subscriber terminal as claimed in claim 70, wherein the user application is personalized with the user profile of the user in such a manner that the type of the broadcast programme-associated data that the subscriber terminal receives is specified in the user profile.

74. (new) A subscriber terminal as claimed in claim 70, wherein the subscriber terminal is configured to download ready-made user profiles from the mobile server.

75. (new) A subscriber terminal as claimed in claim 70, wherein for each user profile, a unique identifier is defined, by means of which it is possible to identify the user application in each subscriber terminal.

76. (new) A subscriber terminal as claimed in claim 70, wherein when starting, the user application is configured to offer the user the option of selecting a station.

77. (new) A subscriber terminal as claimed in claim 76, wherein the user application is configured to find out the cell identifier implemented by the base station, to transmit the identifier to the mobile server, and to receive from the

mobile server a list of stations received in the cell in question.

78. (new) A subscriber terminal as claimed in claim 76, wherein the user application is configured to receive from the mobile server a list of audible stations in the location according to the location information of the subscriber terminal.

79. (new) A subscriber terminal as claimed in claim 76, wherein the receiver of the subscriber terminal is configured to scan through the frequency spectrum and to transmit the scanning results or the frequencies of the receivable stations to the mobile server, and to receive on the basis of the transmitted information a list of receivable stations defined by the mobile station.

80. (new) A subscriber terminal as claimed in claim 76, wherein the user interface of the subscriber terminal is configured to receive the name of the location entered by the user, and the user application is configured to transmit the name in question to the mobile server, and to receive the station list of the location transmitted by the mobile server.

81. (new) A subscriber terminal as claimed in claim 70, wherein the programme comprises a radio programme, the broadcast programme-associated data comprises data associated with a radio programme, and the broadcasting system broadcasting path comprises a radio broadcasting system.